

Interior Analytics

Identify friction points, optimize in-store navigation and test layouts prior to rollout.

Identify. Test. Optimize.

Identify friction points, optimize in-store navigation and test layouts prior to rollout. Designate and manage specific zones to ensure display strategies are effective and well managed.

Understand where in-store opportunities lie by visualizing shopper behavior data through direction maps, dwell analysis, kinetic heat maps, POS video integration and demographics.



Your interior analytics questions answered

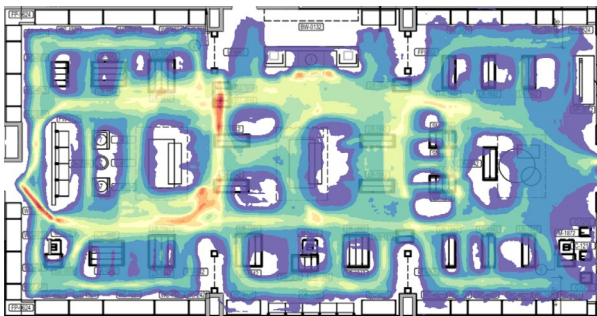


Use the RetailNext analytics platform to leverage the best possible performance from all aspects of your store.

- How do I use interior analytics (the measurement of shopper behavior and patterns) to better optimize my displays, windows, signage and store layout?
- What percentage of shoppers (also known as exposure) walk past a specific location vs. the traffic for the entire store, and how many of them interact with products or displays at that location (called engagement or dwell rate)?
- How many of the total shoppers stop in a specific location and subsequently buy a product from that location (i.e. what is the dwell conversion)?

Dwell analysis

Test layouts prior to mass rollout, by identifying specific in-store zones to test and measure displays, product placement and/or fixtures. This helps you determine product placement strategies to maximize display exposure and engagement and identify best practices for floor layouts and in-store designs.

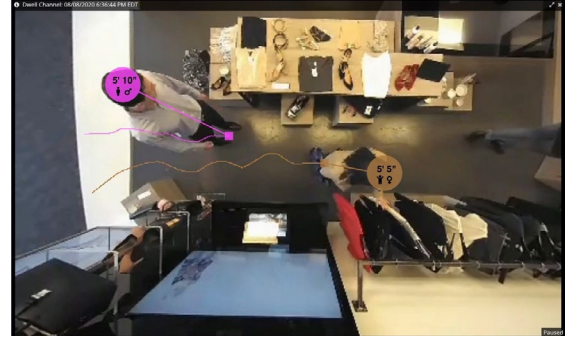


Visualizations and zone transitions

Use kinetic heat maps and zone transition maps to eliminate bottlenecks and other points of friction in the shopper journey, and to help you pinpoint high- and low-trafficked areas. You'll also learn where in-store opportunities lie, and more easily identify low performing traffic areas for improvements.

Demographics

Use the Aurora sensor's powerful on-board AI to segment your shoppers by gender, giving you far better understanding of your audience profiles and their shopping behaviors. Plus, the technology is fully privacy-friendly, for both peace of mind and regulatory compliance.



Aurora

The all-in-one IoT sensor with the industry's widest field of view and integrated AI



With unparalleled accuracy and onboard deep learning, Aurora simplifies shopper behavior measurement. The sensor includes stereo video analytics, Wi-Fi, Bluetooth and a beacon all in a single device.

Built for retail's revolution, Aurora reduces your hardware and requires minimal IT resources for setup and management.

See more industry resources at www.retailnext.net/resources

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WHY RETAILNEXT

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2007

Brands
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Employees
200+

Countries
90+